



**Request for Letter of Interest
Greater Southdale Area Planning Framework**

Release date: August 18, 2015
Letter of Interest due: August 31, 2015, 2:00 pm

SECTION 1: PROJECT BACKGROUND

As charged by the Edina City Council, a Work Group was formed to address issues related to future land use and urban design for parcels along the west side of France Avenue and the greater Southdale Area (extending to TH 62 on the north and the city limits on the east and south—with the entire area referred to as the “district” in the efforts of the Work Group). The process approved by the City Council includes work in four stages, with each stage being completed and the results accepted by the Planning Commission and City Council prior to moving to subsequent stages. On June 17, 2015, the Work Group concluded its Stage One work by presenting working principles to the City Council as its core deliverable for Stage One. The City Council, at the same meeting, adopted those working principles as policy for guiding the further efforts of the Work Group, evaluating proposals for change in the study area, and providing guidance to those proposing change.

The Work Group is composed of residents and commercial interests, some members appointed by the City Council and some selected by Edina residents during a Kick-off Meeting. Each Work Group meeting is open to the public with time allowed during each agenda for public comment.

The deliverable of Stage One is a series of working principles intended as a guide for the public and private realms of the study area; and is intended to be an integral component of the Stage two effort. The Work Group acknowledges that work remains in the process of offering definitive guidance, but is focused on more aspirational goals for the evolution of the greater Southdale area. As such, the principles may evolve as the Work Group continues through subsequent stages of its work, gaining more insights and a richer understanding of the conditions of the district. The principles are currently being used as a decision tool for rezoning and comprehensive plan amendment requests in the area.

The Work Group intends to use the working principles to craft a graphic vision for the district that will clearly and more fully demonstrate ways in which the working principles can be applied to create a vibrant, forward-looking, and human-focused development pattern across the district. Members of the Work Group have agreed to continue their service, and have concluded that more aggressive outreach is needed to ensure interests across the district are recognized. The Work Group intends to maintain a dialog with stakeholders through kick-off and check-in meetings and through its regular Work Group meetings. The Work Group will orchestrate a process of interactions where it reaches directly to

stakeholder groups throughout the district. In particular, the Work Group recognizes the need to make contact with residential interests that to date may not have been engaged, as well as business and commercial interests throughout the district. In addition, the Work Group intends to initiate a series of roundtable discussions as a part of its work in Stage Two as a way of more fully understanding the complexity of the district and its physical, functional, and economic evolution. The working principles are attached to this request for Letter of Interest, along with a copy of the presentation made to the City Council on June 17, 2015.

The Work Group is seeking qualified individuals, firms, or teams to assist it in the process of completing Stage Two of its work. It is possible that the selected individual, firm, or team will be engaged to assist the Work Group in subsequent stages of its work.

The City of Edina is supporting the efforts of the Work Group through its Planning Department. Once a consultant is selected, a contract will be established through the City of Edina.

SECTION 2: PROJECT DEFINITION

This work is intended to support a Work Group charged by the City Council to define a set of principles to guide further planning work, to offer a tool in evaluating proposals for change in the study area, and to provide guidance to those proposing change. To date, the Work Group has achieved the first stage of its work as it delivered to the City Council a set of working principles. Now, the Work Group seeks to articulate graphically a visionary interpretation of the working principles as the core of its charge for Stage Two of its efforts. Further work in framing definitive direction, documenting the process, and gaining approvals will occur in subsequent stages of the Work Group's process. Ultimately, with the completion of Stage Three and Stage Four, the whole of the efforts will become a core element of the city's comprehensive plan update, which is scheduled to begin in 2016.

During Stage Two, the Work Group is seeking technical assistance to develop a graphic vision for the study area. The *core elements* of this work will include:

- Assisting the Work Group in the preparation of materials intended to engage the community during discussions about the future of the study area.
- Assessing and enhancing the working principles to serve as a guide for further work, an evaluation tool, development guidance, and an integral component of other "to be developed" tools for implementing good urban design.
- Creating diagrams, illustrations, and other graphics that together demonstrate a graphic vision for the future of the study area.
- Participating in meetings of the Work Group as required, in public meetings including presentations to the Planning Commission and City Council, and other meetings as recommended by the responder.
- Developing a vision summary at the conclusion of Stage Two to encapsulate the major vision elements discussed and agreed to during this portion of the work.
- Outlining, near the conclusion of Stage Two, the steps needed to translate an accepted graphic vision for the study area to into parameters for development, including directions for height and density.

SECTION 3: CONSULTANT SCOPE OF WORK

The Work Group expects responders to define a scope of work aligned with the core elements indicated in Section 2. Definition of a fully supportive scope of work is the responsibility of the responder, but the Work Group expects the following general areas of support:

- Provide planning and urban design leadership to assist the Work Group in further framing a vision for preserving, energizing, and adding development in the study area;
- Secure and/or prepare materials to elevate the understanding of existing conditions as well as the true viable potential of the study area;
- Develop graphics to include, but not be limited to, a three-dimensional massing diagram of culture throughout the study area to support a vision that demonstrates economic viability, functional workability (including relationships and patterns), aesthetic and place-making appeal, and sustainable environmental quality in ways that emanate from and support the working principles and reinforce an aspirational plan for the study area; and
- Outline key parameters of directing development, including a comparison of quantitative and qualitative methods of guiding development.

The Work Group's anticipated schedule for Stage Two work, as well as its initial overall approach to the work, is attached to this request for Letter of Interest. In addition, the city intends to engage separate consulting services related to defining capacity of infrastructure in the study area. Simultaneous to this planning effort that consultant will prepare an infrastructure study of the greater Southdale area. The study will include an examination the greater Southdale area's roadway, sewer and water capacity. The study will be based on existing conditions; development that is allowed by Zoning Ordinance; and potential for future growth. The consultant team would not be asked to perform any work in these areas but may be asked to work with and use information gathered from the study.

SECTION 4: SCHEDULE

The Work Group has defined the following general schedule for its work during Stage Two. Responders shall be aware of the key dates indicated, but may propose an alternative schedule for the work that achieves the core elements by the completion date. All meetings of the Work Group are not included in this list and it is not expected that the selected consultant will be required to be present at all meetings of the Work Group.

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|---|----------------------|
| Release of Request for Letter of Interest | August 18, 2015 |
| Letter of Interest Due, 2:00 pm | August 31, 2015 |
| Short-listed teams notified | September, 2015 |
| Interviews | Late-September, 2015 |
| Consultant selected | Late September, 2105 |
| City Council approval of Consultant Contract | October 6, 2015 |
| First meeting with Work Group | Mid October, 2015 |
| Stage Two Kick-off Meeting | Oct/Nov, 2015 |
| Stage Two Check-in Meeting | November, 2015 |
| City Council/Planning Commission work session | December, 2015 |

Presentation to Planning Commission
Presentation to City Council
Stage Two Wrap-up Meeting with Work Group

Dec/Jan, 2015
Jan/Feb, 2016
February, 2016

Dates are approximate and will be refined in concert with the selected consultant.

SECTION 5: SUBMITTAL REQUIREMENTS

Questions and clarifications

Questions regarding this request shall be directed to:

Cary Teague, Community Development Director
cteague@EdinaMN.gov

Questions shall only be submitted via email. Responses to questions will be provided to all known proposers and posted on the city's website at:

<http://edinamn.gov>

Responses to questions will not be provided within 3 days of the submission due date.

Submittal

Responders shall submit a Letter of Interest via email only to:

City of Edina
Attn: Cary Teague, Community Development Director
cteague@EdinaMN.gov

Letters of Interest shall be submitted no later than 2:00 pm August 31, 2015. Late submittals will not be reviewed.

Letter of Interest content and format

A Letter of Interest shall not exceed eight single-sided, letter-sized pages. No font shall be smaller than 11 point. If a responder's Letter of Interest exceeds the page limit, the excess pages will not be reviewed, regardless of content. Forms required as a part of the response shall not be counted toward the page limit of the Letter of Interest. A statement describing conflicts of interest, if any, shall be submitted as a part of the response. Such a statement shall not be counted toward the page limit of the Letter of Interest.

The Letter of Interest shall include the following:

1. Contact information: Responder shall clearly identify the responder's full legal name, business address, and contact person's name, telephone number, and email address.

2. Key personnel: Responder shall list the key personnel to be assigned to the project and identify their roles and responsibilities. No change in key personnel will be permitted without approval of the City of Edina.
3. Project understanding: Responder shall demonstrate their understanding of the project and the needs of the city and the Work Group in a statement of objectives and goals, a description of the nature of the effort and the necessary outcomes. The intent is to provide information sufficient to understand the responder's view of the nature and scope of the work required.
4. Approach and work plan: Responder shall provide an approach and general work plan and affirm their ability to provide the services required within the identified time frame for the project.
5. Relevant experience: Responder shall demonstrate their capacity for performing the requested work by providing information for past or current projects of similar size, scope, complexity, and nature. For each past or current project, references shall be provided, including a contact person, project and agency relationship, telephone number, and email address.
6. Specialized expertise: Responder shall identify any specialized expertise available within the firm or team and highlight the ways in which that expertise may be of value to the city and the Work Group.
7. Additional information: Responder shall provide any other information that may be relevant to this project and assist the city and the Work Group in making a selection.
8. A statement accepting the terms of the city's standard consulting services agreement, or if the terms are not acceptable, an indication of the modifications that may be requested. Modifications may require approval by the City Council.
9. A statement indicating your firm can comply with the city's insurance requirements as outlined in the attached standard consulting services agreement template.
10. Conflict of interest: Responder shall indicate that it has no conflict of interest regarding this project and any current or pending association with other entities or agencies related to this project. Should the responder feel there are current or pending relationships that may pose a conflict of interest, the assignment and relationship shall be fully described separate from the Letter of Interest and included with the response.
11. Certification statement: Responder shall provide and agree to the following statement, executed by a person with authority to represent the responder:

I hereby certify that I am a duly authorized representative of the company and that the information contained within this letter of interest is current, true and correct to the best of my knowledge. I hereby authorize and request any person, agency or firm to furnish any pertinent information requested by the City of Edina deemed necessary to verify the statements made in this application.

(Signature) (Title) (Date)

A fee proposal is not required as a part of the Letter of Interest. Fee proposals will be requested from those individuals, firms, or teams selected for an interview as noted in Section 6.

The City of Edina intends to use this request to shortlist qualified consultants. Letters of Interest will be reviewed by city staff and representatives of the Work Group, including but not limited to:

Cary Teague, Community Development Director
Michael Platteter, Planning Commission chair
At least two members of the Work Group representing residential interests in the study area
At least two members of the Work Group representing business and commercial property interests in the study area

Selection Criteria

In its review of submitted Letters of Interest, the City of Edina will consider the following criteria:

1. Expressed understanding of the work and capacity to perform necessary tasks and according to the project schedule (15%)
2. Project approach and general work plan (20%)
3. Qualifications and experience with projects of similar scope, schedule, and complexity of key personnel assigned to the project (20%)
4. Qualifications and experience of the key staff to be assigned to the project (25%)
5. Specialized expertise that may be of value to city for this project (5%)
6. Fee proposed for the performance of the work (15%)

Firms selected by the City of Edina for an interview will be notified no later than September 15, 2015.

Interview

The City of Edina may determine it to be necessary to interview selected responders. If so, interviews will be 45 minutes and include no more than a 25 minute presentation. The focus of the interview will be directed toward the project approach and work plan, with discussion of timeline and deliverables. The city will not expect the interviews to include time directed toward past projects unless they bear a specific relationship to the work plan or to the resumes of any personnel assigned to the project unless the personnel brings specialized expertise to the project.

A comprehensive fee for services shall be submitted by interviewing individuals, firms or teams not later than 24 hours prior to the date of interviews. Fee proposals shall be submitted via email to:

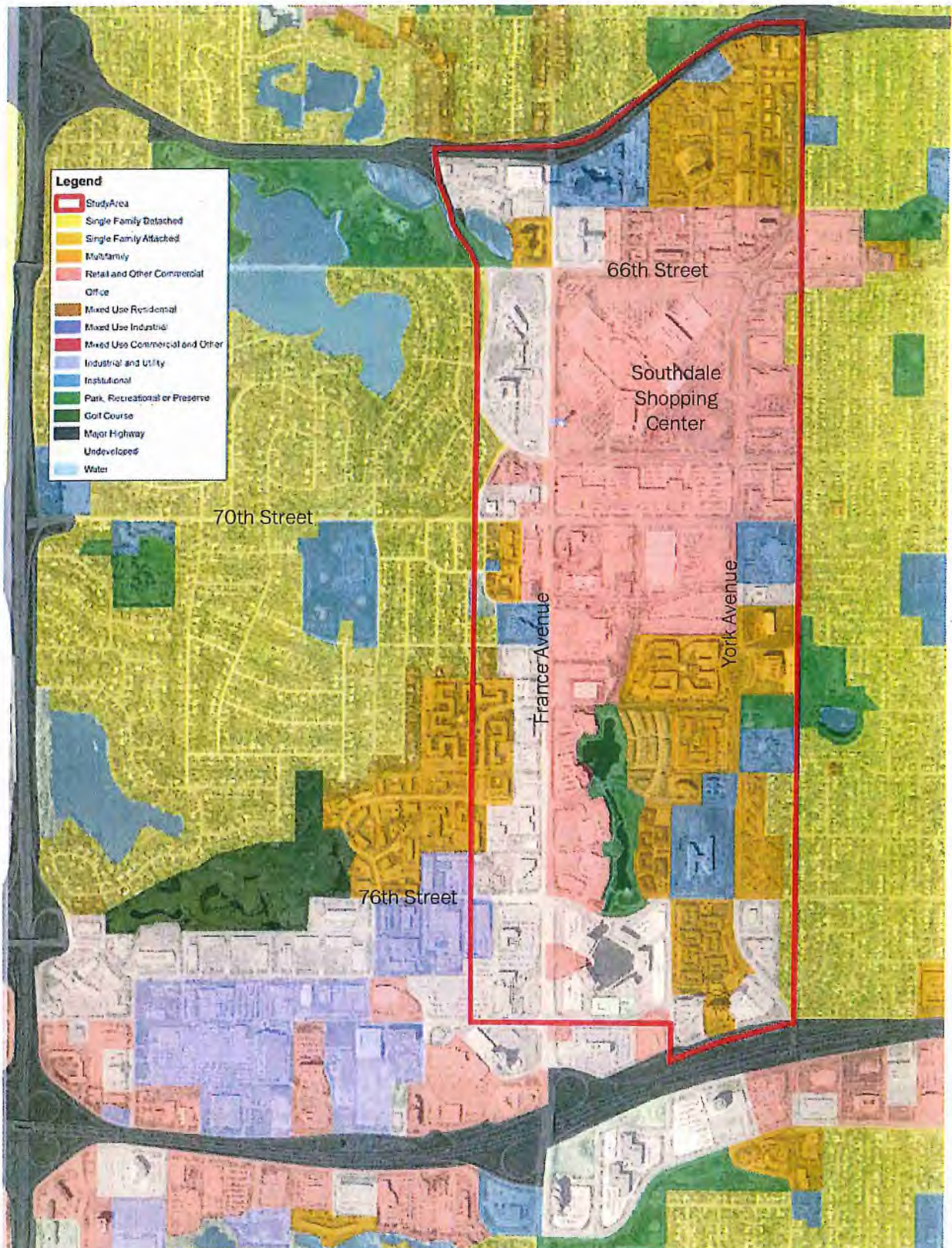
Cary Teague, Community Development Director
cteague@EdinaMN.gov

Interview attendance shall be limited to the following, with maximum attendance being limited to five personnel:

1. Project manager
2. Design lead
3. Specialist identified by the responder

The interview panel will be comprised of the same individuals responsible for reviewing the Letters of Interest. The city may include others depending of the responses received.

STUDY AREA



France Avenue Southdale Area Working Principles and Supporting Questions

(June 16, 2015)

| Element | Working Principle and Supporting Questions |
|--------------------------------------|---|
| Give-to-Get; Plan & Process | <p>Allow latitude to gain tangible and intangible outcomes aligned with the district principles.</p> <ol style="list-style-type: none">1 How does the proposal contribute to the realization of the principles for the district?2 How can the proposal move beyond the principles for the district?3 What tangible and intangible outcomes might be offered by the proposal but cannot be achieved by the project on its own?4 What does the proposal offer as a way of balancing those outcomes provided by others?5 What alternatives were explored to arrive at a proposal that is best aligned with the principles and the opportunities of the district? |
| Edina Cultural Preferences; Identity | <p>Advance quality through thoughtful and artful design of buildings and publicly accessible spaces, highlighted human activity, and enhanced economic vibrancy.</p> <ol style="list-style-type: none">1 Discuss the materials and construction techniques intended for the building and the site with attention directed to ensuring an enduring quality is achieved, especially considering whether the proposal is a background or foreground element of the district.2 What qualities of the proposal will be most valued by the community in 50 years?3 Describe the ways in which the proposal highlights human activity in the building and on the site, especially when viewed from adjacent or nearby public ways?4 In what ways does the proposal enhance the economic vibrancy of the district?5 How does the proposal adapt itself to changing economic opportunities of the community and the district? |
| District Function | <p>Look beyond baseline utilitarian functions of a single site to create mutually supportive and forward-looking infrastructure sustaining the district.</p> <ol style="list-style-type: none">1 Describe the ways in which the proposal is self-supporting related to on- and off-site infrastructure and resources.2 What impacts does the proposal pose on existing on- and off-site infrastructure?3 What elements of the proposal support infrastructure needs of adjacent or nearby sites? |

- 4 Describe the infrastructure features of the proposal that are truly extraordinary by relating the performance of those features to current standards, requirements, or best practices.
- 5 How the proposal relies on infrastructure of the district for baseline performance?

Comprehensive Connections; Movement

Foster a logical, safe, inviting and expansive public realm facilitating movement of people within and to the district.

- 1 What features and amenities does the proposal lend to the public realm of the district?
- 2 What features and amenities does the proposal introduce to extend the sense of an expansive and engaging public realm to its site?
- 3 Demonstrate the ways in which the proposal supports pedestrians and bicyclists movement and identify those nearby district features that are important destinations.
- 4 What features does the proposal employ to ensure a safe and inviting pedestrian experience on the site?
- 5 ...

Site Design; Transitions

Encourage parcel-appropriate intensities promoting harmonious and interactive relationships without “leftover” spaces on sites.

- 1 How does the proposal relate in terms of scale to its neighbors?
- 2 How does the proposal make full use of the available site, especially those portions of the site not occupied by parking and buildings?
- 3 How does the proposal interact with its neighbors?
- 4 Describe the zones of activity created by the proposal and compare those areas to zones of activity on adjacent and nearby sites.
- 5 ...

Health

Advance human and environmental health as the public and private realms evolves.

- 1 How does this proposal enhance key elements of environmental health (air, water, noise, habitat)?
- 2 How does proposal mitigate any negative impacts on environmental health on its own site?
- 3 How does proposal provide for a healthful environment beyond the current condition?
- 4 Describe ways in which human health needs are advanced by the proposal.
- 5 ...

Innovation

Embrace purposeful innovation aimed at identified and anticipated problems.

- 1 Identify the problems posed by the proposal or the district requiring innovative solutions and describe the ways in which the proposal responds?
- 2 Describe the metrics to be used to compare the innovations posed by the proposal.

- 3 For those solutions posed by the proposal as innovative, describe how they might become “best practices” for the district.
- 4 Describe innovations in systems and aesthetics and the ways in which systems and aesthetics for integrated solutions.
- 5 Describe other projects where innovations similar to those included in the proposal have been employed.

Land Use; Live-able Precincts

Promote well-balanced aggregations of “come to” and “stay at” places focused on human activity and linked to an engaging public realm.

- 1 How does the proposal complement the mix of uses in the district?
- 2 Describe the proposal in terms of “come to” and/or “stay at” places.
- 3 What adjacent or nearby “come to” or “stay at” places does the proposal rely on for vitality?
- 4 Demonstrate the flows of activity generated by the site during a typical weekday and weekend day.
- 5 In what ways does the proposal interact with surrounding sites to encourage an engaging public realm?

Economic Vitality

Ensure every component contributes to the sustained economic vitality of the district and the community.

- 1 Describe the proposal in terms of its economic contributions to the district.
- 2 How does the proposal enhance development on adjacent or nearby sites?
- 3 What features of the site or district limit the potential of the proposal from being fully realized?
- 4 Why is the proposal best situated on its proposed site from the perspective of economic vitality?
- 5 How does the proposal make the district and the community a better place?



GENERAL PLAN OF WORK

General plan for work, schedule, and involvement

DRAFT 10 February 2015

| PLAN OF WORK | | | SCHEDULE | | | | | | | | | | | | | | | | | | | | | | | | | | | | INVOLVEMENT | | | |
|--------------|--|---------------|----------|---|---|---|-----|---|---|---|-------|----|----|----|------|----|----|----|------|----|----|----|-----|----|----|----|-------|----|----|----|-------------|--|--|--|
| STAGE | TASK AND DESCRIPTION | MONTH WEEK | One | | | | Two | | | | Three | | | | Four | | | | Five | | | | Six | | | | Seven | | | | | | | |
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | |
| One | Organize and guide | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.1 Kick-off session and work group definition | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.2 Work group Principles sessions (1: generate; 2: clarify; 3: refine and agree) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.3 Principles check-in | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.4 Principles decision point | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Two | Frame and narrow | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2.1 Pattern dialog | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2.2 Work group Pattern sessions (1: generate; 2: clarify; 3: refine and agree) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2.3 Pattern check-in | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2.4 Pattern decision point | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Three | Expand and define | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3.1 District dialog | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3.2 Work group District sessions (1: generate; 2: clarify; 3: refine and agree) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3.3 District check-in | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3.4 District decision point | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Four | Concur and document | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.1 Plan and policy dialog | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.2 Work group Plan and Policy sessions (1: generate; 2: clarify; 3: refine and agree) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.3 Plan and policy check-in | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.4 Plan and policy decision point | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PUBLIC

WORK GROUP

CITY COUNCIL/PLANNING COMMISSION

OUTSIDE RESOURCES, TECHNICAL CONSULTING

